

## j u d g i n g

A panel of objective hospitality, marketing, creative, academic, and development professionals will judge the entries on a combination of strategy (30%), creative execution (30%) and results (40%). All budget levels will be considered and judged against like-budget projects.

A “Best of Show” winner may be awarded at the discretion of the judges. It is possible for “Best of Show” winners to not have won a category. Awards may not be given in all categories.

The panel and Indiana Tourism Division reserve the right to move any entry from one category to another if it is deemed ineligible for the category in which it has been entered.

## a w a r d s l u n c h e o n

Winners will be announced at the Tourism Awards Luncheon at the 2003 Hoosier Hospitality Conference. The luncheon will be held on March 25, 2003, at the Westin in downtown Indianapolis. Winners will receive one award. Extra copies of the awards may be ordered at a cost of \$35 each. All entries will be displayed at the conference.

The luncheon is included in conference fees for all registered attendees of the Hoosier Hospitality Conference. Additional guests are welcome to attend the awards ceremony at a cost of \$35 per person. Contact PR Manager, Indiana Tourism Division, at (317) 233-3261 for details.



Indiana Tourism Development Division  
One North Capitol, Suite 700  
Indianapolis, IN 46204

# vista

## A W A R D S

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## A W A R D S

2 0 0 3

L T . G O V E R N O R ' S A W A R D S F O R  
E X C E L L E N C E I N T O U R I S M

c a l l f o r e n t r i e s

vista

A W A R D S

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1 0 T H A N N U A L  
I N D I A N A T R A V E L I N D U S T R Y A W A R D S

L T . G O V E R N O R ' S A W A R D S F O R

E X C E L L E N C E I N T O U R I S M

THE VISTAS ARE THE ONLY TOURISM INDUSTRY MARKETING AWARDS IN INDIANA THAT HONOR RESULTS AND ACHIEVEMENT ABOVE ALL ELSE. IF YOUR ORGANIZATION HAS DEVELOPED MARKETING PROJECTS THAT ARE HIGHLY CREATIVE, PROFESSIONALLY EXECUTED, AND HAVE MET OR EXCEEDED YOUR RESULTS-DRIVEN GOALS, YOU ARE INVITED TO ENTER THE COMPETITION FOR VISTA AWARDS 2003. NOMINATIONS ARE ALSO ENCOURAGED FOR INDIVIDUALS WHO GO ABOVE AND BEYOND EXPECTATIONS AND DESERVE SPECIAL RECOGNITION FOR THEIR EFFORTS.

## entry categories

*Vistas will be awarded for the following categories and will be judged against projects with similarly sized budgets.*

### ADVERTISING MATERIALS

Print, television, radio, special promotions, or direct mail programs; single ads or campaigns.

### PROMOTIONAL MATERIALS

Logos, posters, identity materials, printed marketing support or fulfillment pieces.

### PUBLIC RELATIONS

Publicity, press trips, press kits, PSAs, or videos.

### ELECTRONIC COMMUNICATIONS

Internet pages, CD-ROMs, kiosks, e-mail campaigns and other uses of technology to promote tourism.

### PRODUCT DEVELOPMENT

Attraction, event, organization, package, and tour development.

### PROFESSIONAL ACHIEVEMENT

One award to an individual employed in the tourism industry (CVB director, attraction director, etc). One award to an individual who is a volunteer in the tourism industry who is "behind-the-scenes" (i.e., festival organizer, NOT festival ticket taker).

## who should enter?

Organizations that depend on visitor spending, such as destination marketing organizations, attractions, cultural organizations, festivals/events, hotels, restaurants, entertainment venues, etc.

## entry requirements and eligibility

All entries must be for work utilized between January 1, 2002, and December 31, 2002. Projects may have been introduced prior to January 1, 2002, but must have been utilized during this period. Speculative work is not eligible.

Multiple entries by a single organization are acceptable, as are multiple submissions within one category, provided each submission has a different objective or target. Projects may also be submitted in more than one category, if applicable. Individuals may not nominate themselves in the Professional Achievement category.

Information contained on the entry form will remain confidential, and will be used only for judging purposes. By submitting materials to the Vista Awards, you agree to have materials displayed or copied for educational or publicity purposes. Original entry materials will not be returned, but can be picked up at the conclusion of the Hoosier Hospitality Conference in March 2003.

## entry fees

The fee is \$35 for each project entered, which is used to cover judging expenses and awards production. A single check, made payable to "Vista Awards 2003," must accompany each entry.

## entry deadline

All entries and entry fees must be received no later than 5 p.m. Friday, January 31, 2003.

## how to submit your vista entry

1  
step

Complete your OFFICIAL ENTRY FORM (see enclosed form). Please mail the original, plus five copies.

2  
step

Complete your SUBMISSION SUMMARY. Submission summaries should be typed and NO MORE than two pages in length. Longer summaries may be disqualified. Mail original, plus five copies.

Follow this submission summary outline for Advertising Materials, Promotional Materials, Public Relations, Electronic Communications and Product Development Categories:

- A. *Situation*—  
Your competitive situation and/or challenges.
- B. *Objective(s)*  
Your measurable project goals.
- C. *Target Audience*—  
Consumer or trade, demographic and/or geographic targets.
- D. *Strategy*  
Your overall plan or method.
- E. *Tactics and Execution*—  
Media or distribution program, action plan, including dates.
- F. *Results* -(40% of final score)  
Must relate directly to the objective, include method of measurement and source of data. Example: Resulted in 14,927 calls to 800 line (Return on Investment). Source: call center.

Follow this submission summary outline for professional achievement category:

- A. *Individual's Name and Organization*
- B. *Reason for Nomination*
- C. *Specific Accomplishments During the Past Year*

3  
step

PREPARE CREATIVE EXECUTION SAMPLES (N/A for Professional Achievement category). SUBMIT SAMPLES AS INDICATED BELOW. ALL PIECES MUST HAVE COPY OF ENTRY FORM MOUNTED ON THE BACK OF BOARD. Presentation boards must be no larger than 24" x 36". Use multiple boards if necessary.

### ADVERTISING MATERIALS & PROMOTIONAL MATERIALS

**Television or video:** 1/2" videotape cassette.

**Radio:** one audiocassette.

**Print:** tear sheets, trimmed and mounted on board.

**Direct mail:** materials mounted on board.

**Out-of-home:** up to 12" x 25" print mounted on board.

### ELECTRONIC COMMUNICATIONS

Single CD or printouts arranged in notebook.

### PUBLIC RELATIONS

Materials mounted on boards showing all panels. If press kit, include one complete set, in pocket mounted on board.

**Television or video:** one 1/2" videotape cassette.

**Radio:** one audiocassette.

**Print:** tear sheets, trimmed and mounted on board.

**Online:** printouts mounted on board or arranged in notebook.

### PRODUCT DEVELOPMENT

Up to 12" x 25" print mounted on board, if applicable. Other supporting materials mounted on board, or in pocket mounted on board, or arranged in notebook.

4  
step

ISSUE CHECKS FOR PAYMENT OF ENTRY FEES (\$35.00 FOR EACH ENTRY) MADE OUT TO "VISTA AWARDS 2003"

5  
step

DELIVER ENTRIES TO:  
Vista Awards 2003  
Indiana Tourism Division  
One North Capitol, Suite 700  
Indianapolis, IN 46204

(Please do not use loose packing materials such as styrofoam peanuts.)

DIRECT QUESTIONS TO:  
PR Manager  
Indiana Tourism Division  
Phone: (317) 233-3261  
Fax: (317) 233-6887  
cwagner@commerce.state.in.us

